



University Advancement

Items of significance since our November 12, 2021 Foundation Board Meeting:

- **The Legacy Initiative: Rebuilding the Heart of UNA, update:**
 - 7 of the 13 benches have been named.
 - 7 of the 34 trees have been named. **+1 since the November meeting.**
 - 10 of the 17 marble plaques have been named.
 - 31 of the 56 bronze plaques have been named. **+1 since the November meeting.**
 - As of 2/11/22, 579 bricks have been named. **+47 since the November meeting.**
- **FY22 Goals and Progress as of 2/17/2022 (38% of the year elapsed):**

	Goal	Actual	% of Goal
○ Total Dollars	\$6,000,000	\$15,525,440.51	259%
○ Annual Giving	\$800,000.00	\$480,726.98	60%
○ Unique Donors	2,272	1,072	47%
○ 1830 Fund	\$120,000.00	\$1,030,232.74	859%
- On December 15th secured the largest gift ever for the College of Business & Technology - \$2,100,000.
- On December 16th secured a gift to establish the Joe & Daryle Elmore Athletics Endowment (Athletics Annual Fund).
- On December 30th secured the largest gift in UNA history - \$6,500,000
- On December 30th we also secured a gift to name the Master of Accountancy the Abrams & Associates Master of Accountancy for the next 10 years. This gift will provide current-use funds to the College of Business & Technology.
- We completed the 3rd Annual Founders' Giving Day:
 - \$39,374.54 Raised
 - 210 Gifts
 - Donors from 18 different states gave gifts.

* All numbers are record highs for Founders' Giving Day.
- Hosted the President's Cabinet Reception on Founders' Day.
- On January 14th secured a gift to establish the Gregory W. Owns College of Business & Technology Leadership Fund (COBT Annual Fund)
- Sent performance summaries for all endowed and current-use scholarships to donors.
- Sent gift receipts to all donors.
- In the 2nd Quarter of the FY, we have already surpassed the previous largest fundraising year in UNA history (\$12,673,900 in FY18). As of 2/17/2022 we have secured \$15,525,440.51 in new gifts and commitments.
- **Notable upcoming events:**
 - On March 1st, UNA Advancement will launch the month-long 1830 Giving Day Initiative. The purpose of the initiative is to give everyone the opportunity to experience the true joy of giving while empowering our great University, faculty, staff, and students to become all they are capable of becoming. We invite you to become one of the 1,830 donors who give a gift of at least \$10 as part of the 1830 giving day initiative; join us by giving a gift to the area of campus that means the most to you and receive a commemorative 1830 Giving Day Initiative challenge coin.
 - The 3rd Annual Athletics Giving Day is Tuesday, May 17th.
 - The next Foundation Board Meeting will be on Friday, August 19th.

FY22 Development Goals**Percent of Year Elapsed:****38%**

10/1/2021

	Goal	\$ Raised This FY to date	As of	% of Goal Reached
Total Dollars:	\$ 6,000,000.00	\$15,525,440.51	2/17/2022	259%
Annual Giving:	\$ 800,000.00	\$480,726.98	2/17/2022	60%

	Goal	Number This FY to date	As of	% of Goal Reached
Unique Donors:	2272	1072	2/17/2022	47%

Included in Above Totals

1830 Fund:	\$ 120,000.00	\$1,030,232.74	2/17/2022	859%
Athletics Unrestricted:	\$ -	\$184,155.84	2/17/2022	
	New Planned Gifts	Amount Committed		
Planned Giving:	25	\$6,471,900.00	2/17/2022	



Development

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- Secured 9 Namings:
 - Lyons HR MBA
 - Abroms & Associates Master of Accountancy
 - The Joel R. Anderson Generator; The Joel R. Anderson Entrepreneurship Lab; in addition to a named scholarship
 - *namings are pending formal BOT formal approval on 3/4/2022
 - The Bank Independent Leadership Endowment (University Annual Fund)
 - The Joe & Daryle Elmore Athletics Endowment (Athletics Annual Fund)
 - The Gregory W. Owens College of Business & Technology Leadership Fund (COBT Annual Fund)
 - In 2019 had secured the Anne and Trampas Arts & Sciences Endowment (CASE Annual Fund)
 - *These endowments are profoundly significant as they ensure the perpetual vitality of the University, College, or Department.
- Completed 2/5 Annual Giving Initiatives
 - Leo and Una Giving Day Initiative (Lions)
 - \$29,426.41 Raised
 - 179 Donors
 - 186 Gifts
 - Founders' Giving Day (1830 Fund)
 - \$39,374.54 Raised
 - 179 Donors
 - 210 Gifts
- On December 15, 2021, secured the largest gift to date for the College of Business and Technology- \$2,100,000
- On December 30, 2021, secured the largest gift in UNA history - \$6,500,000

- **FY22 Goals and Progress as of 2/17/2022 (38% of the year elapsed):**

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○ Total Dollars	\$6,000,000	\$15,525,440.51	259%
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Media and Public Relations

As the Office of Media and Public Relations, we continue to work with our media partners to share the story of the University of North Alabama throughout the Shoals, state, and region. In so doing, we work with divisions across campus to tell the story and provide campus updated in a compelling and timely way and in keeping with the mission of the University to be innovative, inclusive, engaged, evolving, and global.

Since the last UNA Foundation Board meeting, the Office of Media and Public Relations has:

- Published the next issue of the *UNA Magazine* that features
 - Success stories from recent female alumnae;
 - The second of three installments for the Year of the UNA Woman;
 - Updates from each of UNA's five colleges.
- Published the next issue of the *Annual Giving Report* that includes
 - Features from UNA's alumnae Foundation Board of Directors;
 - Updates from UNA President Dr. Ken Kitts; Vice President for Advancement Kevin Haslam, and the Foundation Board of Directors President, Jason Thomas;
 - A feature on UNA alum Dr. Stephanie Teichmiller and her "why" for giving.
- Continued to manage the development and execution of the ongoing Year of the UNA Woman, the sesquicentennial celebration of the admittance of women to the institution. This has included, most recently:
 - The publication of the *Year of the UNA Woman Commemorative Book*, a pictorial rendering of women on campus through the decades, as well as an official launch of the book on Feb. 24. Local sellers include the UNA Bookstore, All the Best, and Basse Trading Co. The retail price is \$25.
 - The unveiling of the Year of the UNA Woman mural in Collier Library in collaboration with the College of Arts, Sciences, and Engineering.
 - Managing the execution of the Weekend of Women, featuring a concert from UNA alum Rachel Wammack and a School of the Arts Showcase.
- Worked in conjunction with the Office of Advancement to provide branding for the 1830 Giving Day Initiative that will take place throughout the month of March.
- Continued to provide ongoing media coverage for the University through storytelling, media releases, and media events.
- Continued advocacy through the work of the Town and Gown Task Force that included:
 - Integration of the community into campus events, such as MANE Month and SOAR;
 - Ongoing study of the Pine Street corridor and ways to partner.
 - Presentations by members of the task forces as a means to continue the process.



Financial Services

- One of our most enjoyable tasks is to calculate the awards that are available from endowments and other funds that donors have so generously given to the University. These funds are used for scholarships, program support, faculty support and facilities support. It's a joy to see impact that these funds have to the whole campus community We've completed that task and have forwarded the information to different areas of campus and look forward to seeing the wonderful benefits.
- The Financial Services area has completed the audit of The Foundation for Fiscal Year 2021 and are already making plans for this fiscal year.
- We continue on a daily basis to examine our processes and procedures to honor our donor's wishes, implement changes to increase the security of our information, increase the efficiencies of our resources and provide relevant information to our constituents.



Alumni Relations

The Office of Alumni Relations has been working effectively this year to set and establish measurable goals for the purpose of engaging alumni back to the University of North Alabama through time, talent, and treasure.

- The Shoals Alumni Club hosted an Alumni Night Out social gathering on February 12th at Singing River Brewery in Florence, Alabama. During the event, club president Josh Lambert presented venue owner and UNA Alumna Michelle Forsythe Jones with the Distinguished Alumni in Business award. The Shoals Alumni Club will host more alumni networking events in 2022 for alumni who live within the Shoals.
- The National Alumni Leadership Summit has been moved to the summer. The summit will be June 23-25. The Office of Alumni Relations is partnering with the Year of the UNA Woman Taskforce to host an academic conference and alumni summit conference during the weekend of the Helen Keller Festival. More details about the alumni summit will be released at a later date.
- The National Alumni Association Board welcomed new board members, Austin Bullock '17 and Chris Lucas '10. Both Austin and Chris are serving on the board by the position of alumni club president.
 - Austin Bullock '17 – Greater Birmingham Alumni Club President
 - Chris Lucas '10 – Greater East Alabama Alumni Club President
- The Office of Alumni Relations recently announced that Homecoming 2022 will be Saturday, September 24th. North Alabama will host Tarleton State University at Braly Stadium. The kickoff will be at 6:00 p.m. More details about the Homecoming schedule of events will be released on the alumni relations webpage at a later date.
- Call for nominations for the 2022 UNA Homecoming Alumni Awards will be March 14th – May 20th for the following categories. Nominations will be submitted through the Office of Alumni Relations website.
 - Lifetime Achievement
 - Alumni of the Year
 - Friend of the University
 - Military Service
 - Faculty Alumni Service

- Staff Alumni Service
 - Educator of the Year – K-12
 - Educator of the Year – Higher Education
 - Public Service
 - Community Service
 - Young Alumni
- The Year of the UNA Woman Taskforce partnered with the UNA Huntsville/Madison Country Alumni Club to host a book launch party at Holtz Leather on January 27th to celebrate the achievements of UNA women.
- North Alabama Athletics will be hosting a Spring Football scrimmage game on Thursday, March 24th. Festivities begin at 5:00 p.m. and the football game at 6:00 p.m. There will be live music, food, and more. We encourage all alumni to join us in supporting our North Alabama football team at the Bill Jones Athletic Complex on the football practice field.
- The Office of Alumni Relations would like to thank the UNA Foundation Board of Directors for your leadership, generous support, and contributions to the University of North Alabama. UNA could not do this without you.

Roar Lions!